

THE KANATA

NOV 2016

networker

GETTING TO KNOW
KANATA NORTH
SUPERSTARS

AMAZON IN THE HOUSE!

OTTAWA IS A TECH HUB
- DEAL WITH IT

SERIOUS TECH TRULY
DOES LIVE HERE

L-SPARK WELCOMES
NEW COHORT

AND MUCH MORE!



IS MARKETING THE ANSWER TO BUSINESS GROWTH?

WRITTEN BY: ESHA ABROL

Let's see what you said...
#SurveyFeedback

In September 2016, we sent out a survey to Kanata North organizations with an intention to better understand the perceptions of marketing and how organizations are using marketing within their companies.

At a networking event, I once heard someone say cleverly, "Ah, a marketing professional is merely someone who failed in sales." Ouch. The secret, which is not so much a secret among Kanata North organizations, is that marketing and sales go hand-in-hand. Effective marketing can create a pull strategy, working together with the sales team to reach objectives.

There are, however, a number of challenges in marketing. Here is a list of the top three:

- 1) Sales and marketing working in silos. Quite often in large organizations, marketing and sales staff work on different floors. There should be a regular exchange between these two business functions in order to ensure that efforts are being pushed towards the same goal. For example, if marketing research illustrates the greatest opportunity lies among millennials, why is the sales team wasting time cold calling the 50+ demographic? #TeamWork
- 2) Marketing tactics expected to create immediate results. KPIs and analytics are important; however, marketing can affect business results for many years. Marketing efforts are not always tangible and may require some experimentation. Internet marketing is becoming one of the most effective marketing tactics. It's still quite new and we all continue to learn. #Patience #Experiment
- 3) No dedicated marketing person or investment in marketing. Rather, sales staff or other internal staff untrained in marketing are carrying out the marketing function. Would you feel comfortable asking your dentist to fix a plumbing problem in your kitchen, or a marketing professional to perform acupuncture? #EnoughSaid

In September 2016, we sent out a survey to Kanata North organizations with the intention of better understanding the perceptions of marketing and how organizations are using marketing within their companies.

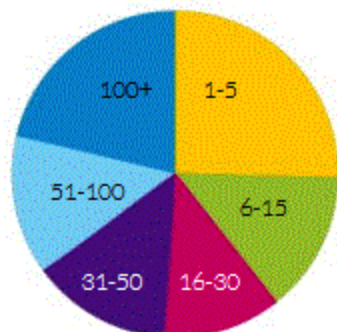
First, let's look into the organizations who responded. Ninety-three respondents provided their insights on behalf of their organization within the Kanata North area. Upon collection, the data was analyzed by Esha Abrol, Head Marketing Consultant at BrandsRole and Business Development Manager at CENGN.

Sixty-three percent of respondents have been in business for more than 10 years, 13% have been in business from six to 10 years, while the remaining companies are five years or younger. Not surprisingly, a majority of respondents, at 36%, are in the technology industry, followed by professional services companies at 20%, nonprofit organizations at 8%, and healthcare at 6%.

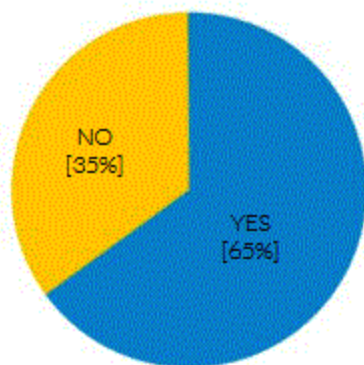
A majority of respondents cater to more than one type of customer (or vertical) when given the choice among business, consumer, and government with 81% focusing on businesses, 31% on consumers, and 28% on government. Now that we have a profile of our respondents' organizations, let's look at what they said about marketing within their organizations.

It is common to assume marketing investment would be higher for a consumer business; however, Martello Technologies, a B2B Kanata North company, appreciates the value marketing brings to the table. As Tracy King, Director of Marketing at Martello Technologies explains, "There's an opportunity in growing B2B tech companies for marketing to have a direct impact on key success metrics. By generating demand for products and building brand recog-

nition for startups, we see positive outcomes like revenue growth and attracting top talent and investors."



HOW MANY PEOPLE IN YOUR COMPANY?



DO YOU HAVE A DEDICATED MARKETING PERSON IN THE COMPANY?

"Effective marketing is essential for growing companies to achieve scale. It adds demand generation efficiency that maximizes the return on sales investment. Most Ottawa companies begin their investment in marketing far too late in their growth cycle which prevents them from becoming cash flow positive and limits their ability to penetrate global markets." - Doug Michaelides, Stratford Managers Corporation

Sixty-five percent of respondents said they have at least one dedicated marketing person. One hundred percent of responding companies with more than 100 staff said they have at least one dedicated marketing person. Looking at the smaller organizations (with less than 16 people), only 38% had a dedicated marketing person and digging deeper into this group, none of these organizations belonged to the technology industry.

Of the respondents from smaller technology companies (under 16 people) none have a dedicated marketing person. Often, once a technology company reaches 31 staff members, they hire a dedicated marketing person. Our survey shows that 72% of the companies with 31 – 100 staff have at least one dedicated marketing person. This illustrates clear opportunity for companies to start investing in marketing sooner to pave way for growth earlier on. A survey respondent, Doug Michaelides of Stratford Managers Corporation, says, "Effective marketing is essential for growing companies to achieve scale. It adds demand generation efficiency that maximizes the return on sales investment. Most Ottawa companies begin their investment in marketing far too late in their growth cycle which prevents them from becoming cash flow positive and limits their ability to penetrate global markets."

Thirty-nine percent of respondents have no international sales, while the remaining 61% have made some inroads in international markets. One third of organizations have more than

50% of their sales in international markets. Responding organizations with international sales also invested more in marketing with 71% of these organizations having at least one dedicated marketing person, with 65% investing in trade shows. #MarketingInvestmentEqualsGrowth

Of those who did not have a dedicated marketing person, 53% of respondents said that the marketing functions were performed internally, mainly by sales staff or in the case of smaller companies, the owner. Ten percent said that they outsource to marketing agencies and another 10% said that they do not do any marketing. This was not particularly surprising and it has remained a challenge within organizations. In organizations with no or very little marketing investment, initiatives tend to focus on tactics and lack a marketing strategy or objectives, thus never fully experiencing the full benefits. This insight about organizations without marketing support sheds light on a clear growth opportunity. Even when targeting a niche market, marketing can catapult business growth. One of the respondents, Steve Langford, VP of Marketing at Wesley Clover states how marketing serves his organization, "Brand awareness and business facilitation, but among a very targeted audience, is critical to us. Marketing owns and supports these initiatives."

When we asked respondents how well they understood their target audience, 89% said that they understand their market well and 11% said they "somewhat or slightly" under-

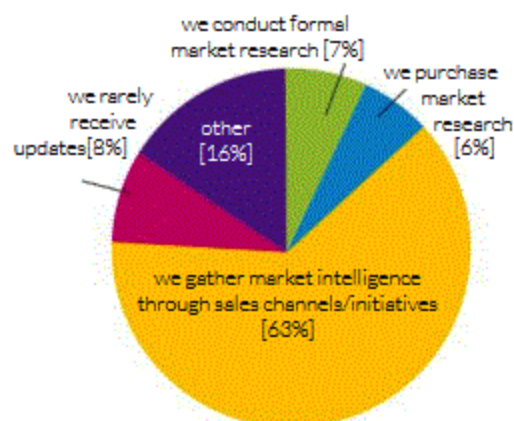
stand their target audience. Overall, organizations were fairly confident in how well they understand their target market and they stay connected with the changing needs of their audience by gathering intel through sales channels/initiatives as the chart to the right illustrates. #TalkToYourClients

It's all about the internet! Responding organizations have adapted to internet marketing as we see almost one third of companies effectively using their websites as a top marketing tactic, followed by social media. With companies effectively using websites and social media, there seems to be more opportunity for online advertising and search engine optimization to further capitalize on these efforts. Kanata North respondents seem to see the opportunity in more traditional tactics as well. Marketing tactics involving more personal engagement with their target market also ranked high. Events and seminars are being used successfully by almost half of the organizations and trade shows and cold calling also brought marketing success to organizations. #OldSchoolMarketingWorksToo

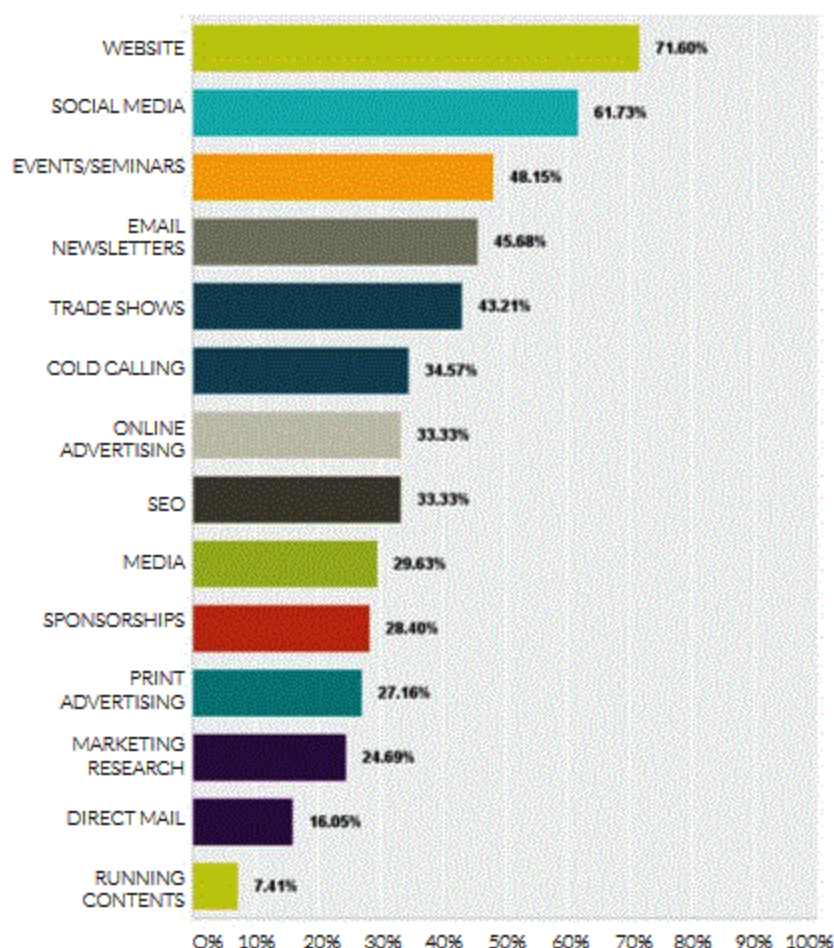
The survey results are clear: Kanata North organizations understand the importance of marketing. Many have invested in marketing and have seen results through sales growth, both domestically and internationally. How can we learn and grow?

#LetsWorkTogether

We need to continue the conversation around marketing, whether it is events or seminars and also within



HOW DO YOU STAY CONNECTED WITH THE CHANGING NEEDS OF YOUR TARGET AUDIENCE?



WHICH MARKETING TACTICS HAS YOUR ORGANIZATION SUCCESSFULLY UTILIZED IN THE PAST YEAR?

our organizations. This includes creating a culture where sales and marketing work together.

#MarketingIsAnInvestment

Understand the value marketing can bring to your organization when looking to grow, domestically and internationally.

#FundingOpportunities

Know about the various government funding opportunities that may apply to help invest in marketing. You can connect with an advisor who can provide one-on-one assistance in connecting you to suitable programs.

#HaveAnAnnualMarketingPlan

When there is little or no investment in marketing, organizations tend to place focus on marketing tactics, forgetting about their strategic marketing objectives. Creating a plan will bring focus on priorities and build efficiency as tactics align with objectives. Starting with your objectives will force you to look at the big picture and ask yourself why you are doing what you are doing. Follow that with a supporting strategy, defined goals, and the tactics you will use to meet those goals, including decisions such as posting on social media on a daily basis.



THE SURVEY WAS CONDUCTED AND WRITTEN BY ESHA ABROL, BUSINESS DEVELOPMENT MANAGER AT CENG AND HEAD MARKETING CONSULTANT AT BRANDSROLE.

CONNECT WITH ESHA ON [TWITTER](#) OR [LINKEDIN](#).